



MEDIA KIT | SUMMER 2011

Advertising Options

1. Premium Advertising through Federated Media

All above-the-fold advertising on 5DollarDinners.com is available through Federated Media. Currently ad spaces running on 5DollarDinners.com are 300x250 above-the-fold, 728x90 above-the-fold, 160x600 below-the-fold, and 300x250 below-the-fold. For more details and to purchase the top spot advertising on 5DollarDinners.com, visit <http://www.federatedmedia.net/authors/5dollarDinners>.

2. Sidebar Graphic Ads

At-the-Fold 150x150 sidebar graphic are available on a first come, first served basis. Pricing: Currently \$200/month

3. Text Link Ads in Email Subscriptions and RSS Feed

5DollarDinners.com reaches nearly 34,000 people each day through RSS Feeds and Email Subscriptions. We offer text link advertisements at the end of each post. Text link advertising is the most affordable advertising option available, reaching thousands every single day.

Pricing: \$150/1 month, \$250/2 months

4. Sponsored Posts and Guest Posts

5DollarDinners.com does offer sponsored posts between \$300-\$500 per post. All sponsored posts and campaigns must be approved by The \$5 Dinners Administrative Team before they will appear on the website.

If you would like a guest post written by The \$5 Dinner Mom, a rate between \$300 - \$500 per post will be quoted depending on the nature, length and photography included in the guest post.

5. Giveaways

5DollarDinners.com offers advertising of products, contests and promotions through giveaways at a rate of \$100 per giveaway post. The product value for the giveaway must be at least \$100, as a courtesy to the readers of 5DollarDinners.com. All prizes are to be shipped directly from the company to the winners. The \$5 Dinners Administrative Team does not handle product shipping of any kind.

Discounts: 15% discount given to all work-at-home moms.

Payment Options: All payments must be made via PayPal or by check. Payment must be received in full prior to ad being placed on the site.

Note: All graphic and text link advertisements must be in line with the mission and vision of 5DollarDinners.com. The \$5 Dinners Administrative Team approves all ads and will host the ad image on the site so that no changes can be made without approval. We also reserve the right to decline any advertising requests.

Consulting Options

Brand Consulting, Twitter Parties, Site Reviews and Social Media Consulting – These services available for a variety of different rates, starting at \$100/hour. Inquire for specific details.

About \$5 Dinners

\$5 Dinners is a website that details the adventure of one busy mom, making a healthy dinner with natural and wholesome ingredients, for her family of 5 for \$5 or less! She uses the following strategies to accomplish her goals: couponing, savvy shopping and meal planning. She encourages and inspires others to reduce their grocery spending without sacrificing the quality of the ingredients and foods they are buying. Her upbeat, witty and creative recipes keep readers coming back to the dinner table every night!

About The \$5 Dinner Mom

Erin Chase is the founder of \$5 Dinners.com and the author of The \$5 Dinner Mom Cookbook (St. Martin's Press, December 2009), and The \$5 Dinner Mom Breakfast and Lunch Cookbook (St. Martin's Press, December 2010). She has inspired thousands to make healthy, wholesome meals for less.

She has worked with General Mills, Smuckers, Kroger, Home Depot, Prego, Sam's Club, Walmart, Filippio Berio, Dole, Pace, Subway and many more. Erin has appeared on the Rachael Ray show, QVC and her cookbook featured on Good Morning America. She has also been featured in Woman's Day magazine, Prevention Magazine, HomeLife Magazine and All You magazine. She is listed on Nielsen's 2009 Top 50 Power Mommy Blogger's List, Babble's Top 50 Food Bloggers, and others. She lives with her husband and 3 sons in Dayton, OH.

Statistics from 5dollarDinners.com

Unique Daily Visitors	7-8,000
Monthly Pageviews	375,000
RSS and Email Subscribers	34,000
Google Page Rank	6
Facebook Page http://www.facebook.com/5dollarDinnersfans	17,000
Twitter Followers http://www.twitter.com/5dollarDinners	11,500

If you are interested in promoting your brand or product to the \$5 Dinners Community, please contact 5dollarDinners@gmail.com.